

# FOR IMMEDIATE RELEASE

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## **Memphis Among 6 Cities Nationwide Selected for Program to Help Working Families**

MEMPHIS, TN, *March 10, 2004* ----- The National League of Cities (NLC) has selected Memphis as one of 6 cities nationwide to receive a technical assistance award, made possible by the Joyce Foundation and the Annie E. Casey Foundation, to develop strategies to connect residents with key public benefits.

Memphis was selected from a pool of cities from across the nation that applied to participate in the Helping Working Families Project. NLC's Institute for Youth, Education, and Families (YEF Institute) will provide individualized technical assistance to the 6 cities.

"Municipal leaders are vital in designing and launching outreach efforts to promote key benefits that not only strengthen families but also strengthen communities and local economies," said Clifford Johnson, executive director of the YEF Institute.

"I applaud the officials at the National League of City's Institute for Youth, Education, and Families for recognizing the need in our community," Mayor Willie Herenton said. "Families are the fundamental unit of any successful community, and this type of assistance will go a long way towards our city's continued growth and prosperity," the mayor added.

The selected cities include Cleveland, Ohio; Memphis, Tenn.; Milwaukee, Wisc.; New Haven, Conn.; Oakland, Calif.; and Seattle, Wash.

The selected cities will design or enhance local outreach campaigns to focus on connecting lower-income families with various benefits, including but not limited to: tax credits, nutritional supports, free or low-cost health insurance, utility assistance, and low-cost child care.

[Sentence or two about what the local project including information on the city's strategy and benefit focus] ---DOTTIE PLEASE FILL IN INFO HERE.

Each city will receive individual attention from NLC staff and experts. The cities will have the opportunity to network with each other and learn from their respective experiences.

To download a copy of “*Helping Working Families*,” an action kit for local leaders, visit [www.nlc.org/iyef](http://www.nlc.org/iyef).

Strengthening America through stronger cities, towns, and villages, the National League of Cities is the oldest and largest national organization for American cities. NLC serves as a resource and advocate for 18,000 cities, towns, and villages which collectively serve 225 million people. Visit [www.nlc.org](http://www.nlc.org).